

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

DBS5028 – E-COMMERCE

(For Diploma students only)

3 MARCH 2017

9:00 a.m. – 11:00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **8 pages**.
2. Answer **ALL** questions in **Section A** on the **OMR sheet**.
3. Answer **ALL** questions in **Section B** in the **Answer Booklet**.

Section A: 40 Multiple Choice Questions (40 marks)

Instruction: Shade your answers on the OMR sheet.

- 1) EBay is an auctions which the individuals selling their products in online classified ads. This type of e-commerce transactions is considered as _____.
 - A. B2C
 - B. C2B
 - C. C2C
 - D. B2E

- 2) An organization increases brand awareness and generate sales by inducing people to send influencing message to other people. It basically *word-of-mouth* advertising, which also called _____.
 - A. viral marketing
 - B. online direct marketing
 - C. tendering system
 - D. affiliate marketing

- 3) Which statement below is **BEST** described for reverse auction?
 - A. A buyer places an item for a bid on a request for quote (RFQ) system. Potential suppliers bid on the item, reducing the price sequentially and the bidder with the lowest bid wins the item.
 - B. A seller entertains bid from multiple buyers. The bidders increase the price sequentially and the bidder with highest bid wins the item.
 - C. Participants must pay a small nonrefundable fee on a bid. When time expires, the last participant wins the bid and pays the final bid price which usually lower than the retail price of the item.
 - D. A would-be buyer specifies the price and other terms that he or she willing to pay to any willing and able seller.

- 4) Below are the limitations of E-Auctions **EXCEPT** _____.
 - A. credit card number could be stolen during the payment process
 - B. buyers may get defective or false product
 - C. buyers may be unhappy as they are excluded from participation
 - D. the fraud rate is relatively low

- 5) *parknshop.com*, an e-grocers that serve the Hong Kong community only, it does not deliver outside of Hong Kong. This type of store is called _____.
 - A. general store
 - B. specialized store
 - C. regional store
 - D. global store

- 6) Dell's B2C business model can be classified as a _____.
 - A. transaction broker
 - B. brick-and-mortar
 - C. direct sales by manufacturer
 - D. service provider

Continued...

- 7) A _____ is a wireless based technology in which vendors send advertisement relevant to the location where customers are at a given time.
- A. specialized mall
 - B. referring directories
 - C. location-based e-commerce
 - D. virtual e-tailers
- 8) _____ is an illustrated advertisement and are popular offline in billboards, yellow pages and movies.
- A. Display ads
 - B. Interactive ads
 - C. Classified ads
 - D. Online ads
- 9) Google has created a new advertising technology by linking an advertisement with the user's keyword. Advertisers choose the keywords and the advertisement appear on the screen when the chosen keywords are searched. This is called _____.
- A. keyword advertising
 - B. e-mail advertising
 - C. URL listing
 - D. banner advertising
- 10) The major methods that used by Google to serve advertisement are _____.
- A. AdWords and AdSense
 - B. AdSense and AdSonar
 - C. AdWords and AdRoll
 - D. AdSonar and AdRoll
- 11) _____ refers to advertising or marketing messages delivered to portable devices, either via synchronized download or wirelessly.
- A. Email Advertising
 - B. Mobile Interactive Advertising
 - C. Permission Advertising
 - D. Affiliate Advertising
- 12) Mobile ads appear in different forms as stated below **EXCEPT** _____.
- A. location-based ads
 - B. short messages
 - C. personalized ads
 - D. video ads
- 13) Consumers receive targeted banners based on their preference. Each banner is labeled with the amount of payment that will be paid if the consumers read the ads. This advertising strategies is called _____.
- A. personalized Ads
 - B. ad exchanges
 - C. ads as a commodity
 - D. affiliate marketing

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- 14) Which of the following shows the best practice for successful live Web events?
- A. Executing the production with rich media if possible.
 - B. Preparing for quality delivery.
 - C. Capturing data and analyzing audience response for future improvement.
 - D. All of the above.
- 15) _____ is matching the need of advertisers and the capacity of ad providers. It may use bid to sell ads and directly connect advertisers and publishers.
- A. Ad exchanges
 - B. Personalized ads
 - C. Pay per click
 - D. Permission advertising
- 16) Employees of federal and state government often work in a variety of geographic locations, which of the following applications is suitable for enabling efficient communication and collaboration?
- A. G2G
 - B. G2E
 - C. G2B
 - D. G2C
- 17) Which of the following is **NOT** the concept for e-learning?
- A. It appears in the format ranging from virtual classroom to mobile learning.
 - B. It is a Web-enabled system that makes knowledge accessible to those who need it at anytime and anywhere.
 - C. Teaching materials such as multimedia CD-ROMs, learning and teaching portal, discussion boards are not used in E-learning.
 - D. It provides an environment for efficient and effective corporate training.
- 18) Which of the following is the advantage for e-book?
- A. Protection of intellectual property
 - B. Equipment needs and support services
 - C. Instant delivery via downloads from anywhere
 - D. All of the above
- 19) Existent knowledge must be identified as valuable and be represented in a reasonable way. This kind of task is known as _____.
- A. create knowledge
 - B. refine knowledge
 - C. manage knowledge
 - D. capture knowledge
- 20) Which of the following statement is **TRUE** about relationship between knowledge management with e-commerce?
- A. Organizations can learn about their customers by analyzing database marketing data in a timely manner.
 - B. Appropriate knowledge is needed to interpret information and to execute operational activities.
 - C. E-commerce strategic planning needs considerable amounts of knowledge.
 - D. All of the above

Continued...

- 21) Which of the following is **NOT** in online advice and consulting field?
- A. Blackboard delivers corporate employee training programs in every major region of the world.
 - B. WebMD provides health advice and some consultations with top medical experts.
 - C. *guru.com* provides businesses with an efficient platform to connect with freelance professional locally, nationally and globally.
 - D. Merrill Lynch Online provides free access to some of the firm's research reports and analyses.
- 22) Which of the following is **NOT** included in C2C applications?
- A. Consumers sell and buy their item in *ebay.com*.
 - B. Google expand its online classified.
 - C. *greatshop.com* provides software to create C2C reverse auction communities online.
 - D. Expertise is advertised at *elance.com* where companies find, hire, manage and pay contractors online.
- 23) Mobile device such as iPhone can deliver information when it is needed, regardless of the user's location is an example of the attribute _____.
- A. personalization
 - B. localization
 - C. interactivity
 - D. ubiquity
- 24) What is the benefit of mobile commerce to individuals?
- A. Expedites communication
 - B. Allows for competitive pricing
 - C. Allows location-based commerce for more sales
 - D. Provides an additional channel for advertising
- 25) Below are the basic terminologies for mobile computing **EXCEPT** _____.
- A. WiMAX
 - B. LAN
 - C. WAP
 - D. WLAN
- 26) Which of the following voice-support services enables users to interact with a computerized system to request and receive information using telephone or cell phones?
- A. Interactive voice response (IVR)
 - B. Voice portal
 - C. Mobile portal
 - D. Voice call
- 27) _____ is **NOT** the key factors for location-based m-commerce.
- A. Determining the precise time at a specific location.
 - B. Plotting a route from one location to another.
 - C. Creating maps of specific geographical locations.
 - D. Operating in the wireless computing environment.

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- 28) _____ is the use of social media platforms such as networks, blogs or other online collaborative media for marketing, market research and customer service.
- A. Social media
 - B. Social marketing
 - C. Social capital
 - D. Social media marketing
- 29) A role in social commerce that connect with other people in order to find out the information skills, and obligations they need to conduct their daily lives is referred as _____.
- A. self sufficient
 - B. seeker
 - C. maven
 - D. salesman
- 30) Which of the following are the benefits of social commerce to social shopping?
- A. Discover products/ services you never know existed
 - B. Build and share wish lists
 - C. Confidence and trust in online shopping increases
 - D. All of the above
- 31) Using *YouTube*, *Twitter* and blog for advertising is referred to as _____.
- A. social advertising
 - B. location-based social networking
 - C. mobile social networking
 - D. geosocial networking
- 32) _____ is a program that appears to have a useful function but that contains a hidden function that presents a security risk.
- A. Macro virus
 - B. Virus
 - C. Trojan horse
 - D. Banking Trojan
- 33) Which of the following statement is **BEST** described for confidentiality of information at business website?
- A. Assurance that access to data, the website, or other e-commerce service is timely, available, reliable and restricted to authorized users.
 - B. Assurance that data are accurate or that message has not been altered.
 - C. Assurance that the data or transmitted message is encrypted and readable only by the person whom it is intended.
 - D. None of the above.
- 34) An attack on a website in which an attacker uses specialized software to send a flood of data packets to the target computer with the aim of overloading its resources. This kind of attack method is _____.
- A. denial-of-service attack
 - B. page hijacking
 - C. malvertising
 - D. botnets

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- 35) Which of the following is **NOT** the basic configurations for processing online payments?
- A. Use a point-of-sale system (POS) operated by an acquirer.
 - B. Own the payment software.
 - C. Use a POS operated by a payment service provider.
 - D. None of the above.
- 36) The following statement is true for credit card purchases through online **EXCEPT** _____.
- A. The POS terminal routes information to the processor via a dial-up connection.
 - B. The processor sends information to the issuing bank of the customer's credit card.
 - C. The processor routes the transaction result to the payment processing service (PPS).
 - D. The issuing bank sends the transaction to the processor for authorizing payment.
- 37) A model in which micropayments are added to a monthly bill for existing services such as a phone bill is called _____.
- A. direct payment
 - B. stored value
 - C. subscription
 - D. aggregation
- 38) A _____ includes both strategies element (eg. mission statement, business model, value proposition) and operational elements (eg. operations plan, financial statement) of how a new business intends to do business.
- A. financial sheet
 - B. business case
 - C. cost benefit justification
 - D. business plan
- 39) _____ is a site that provides opportunities for the customers and the business to communicate and share information.
- A. Informational website
 - B. Interactive website
 - C. Collaborative website
 - D. Transactional website
- 40) Creating content on e-commerce website for _____ means offering an upgraded version of the product in order to boost sales and profit.
- A. promotion
 - B. up-selling
 - C. cross-selling
 - D. flash sale

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Section B: 4 Structured Questions (60 marks)

Instruction: Write your answers in the Answer Booklet.

Question 1

- a) Define the concept of pure-play and click-and-mortar organizations. State an example of company for these organizations and explain your answer. (5 marks)

- b) Describe the following business model and their revenue models.

- i. Golden Screen Cinema (GSC)
- ii. Facebook
- iii. Groupon
- iv. The Star Online
- v. MSN Web Portal

(10 marks)

[TOTAL 15 MARKS]

Question 2

- a) Briefly explain **FOUR** functions of a business model. (4 marks)

- b) Describe **FIVE** advantages of electronic job market for employers. (5 marks)

- c) What is the difference between retailing in online malls by referring directories and malls with shared services? Explain it and include an example in your explanation. (6 marks)

[TOTAL 15 MARKS]

Question 3

Advertising is an attempt to disseminate information in order to affect buyer – seller transactions. On the Internet, consumer can click an ad to obtain more information or send an e-mail to ask for a question.

- a) Discuss why Web advertising is growing rapidly in recent year. (10 marks)

- b) Describe **FIVE** advantages of e-mail advertising. (5 marks)

[TOTAL 15 MARKS]

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Question 4

Social commerce is a place where people can collaborate online, get advice from trusted individuals, find goods and purchase them.

- a) List out **FIVE** benefits of social commerce to customers and **FIVE** benefits to vendors.

(10 marks)

- b) What are the other innovative ways to advertise in social media?

(5 marks)

[TOTAL 15 MARKS]

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